

Wilmington, NC DTV Transition (September 11, 2008) Overview of DTV Calls

Wilmington, NC Transition Calls from Fourth Day Overview/Analysis of Wilmington Transition Test DTV Calls

Category	Count
CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION	
They were not aware of the switch to DTV	0
They were unaware of the correct transition date	0
They did not think the stations they watch would switch to digital	2
Subtotal:	2
CONSUMERS WHO WERE AWARE BUT DID NOT ACT	
They forgot to upgrade	8
They were unable to attain assistance to upgrade	1
They relied on another member of their household to upgrade	0
They waited too long to buy or set up a digital set or a converter box	5
They were out of town or too busy or knew they could do it later	2
Subtotal:	16
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM	
A coupon did not arrive in time	10
Wanted coupon or had not received coupon from NTIA	14
The retail store was out of boxes	0
Subtotal:	24
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES	
Setting up converter boxes was too hard	3
They didn't understand the instructions for the digital set or the converter box	4
Their converter box "didn't work"	17
Subtotal:	24
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS	
Their antenna didn't work or they have no antenna or their antenna wasn't connected	2
Problem with channel or call sign	31
Weak or spotty signal	27
Subtotal:	60
CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS	
Problem with channel or call sign	76
Subtotal:	76
OTHER PROBLEMS	
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	3
They thought all their sets were hooked up to cable or satellite	0
They were waiting for cable or satellite installation	0
Wanted DTV consumer information sent to them	0
Subtotal:	3
Total	205